



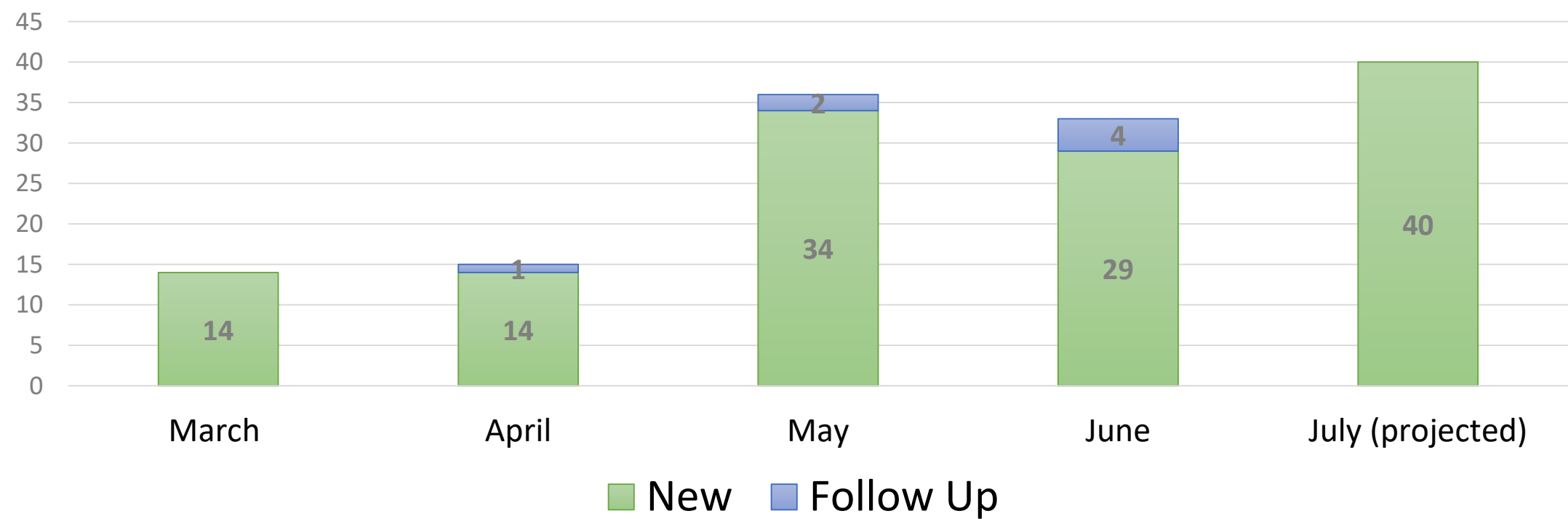
**REVITALIZATION COMMITTEE PRESENTATION  
BUSINESS EXPERIENCE PARTNER “BIZEX”  
JULY 24, 2018**

Meaghan Kiefer, BIZEX Partner, Office of the County Executive

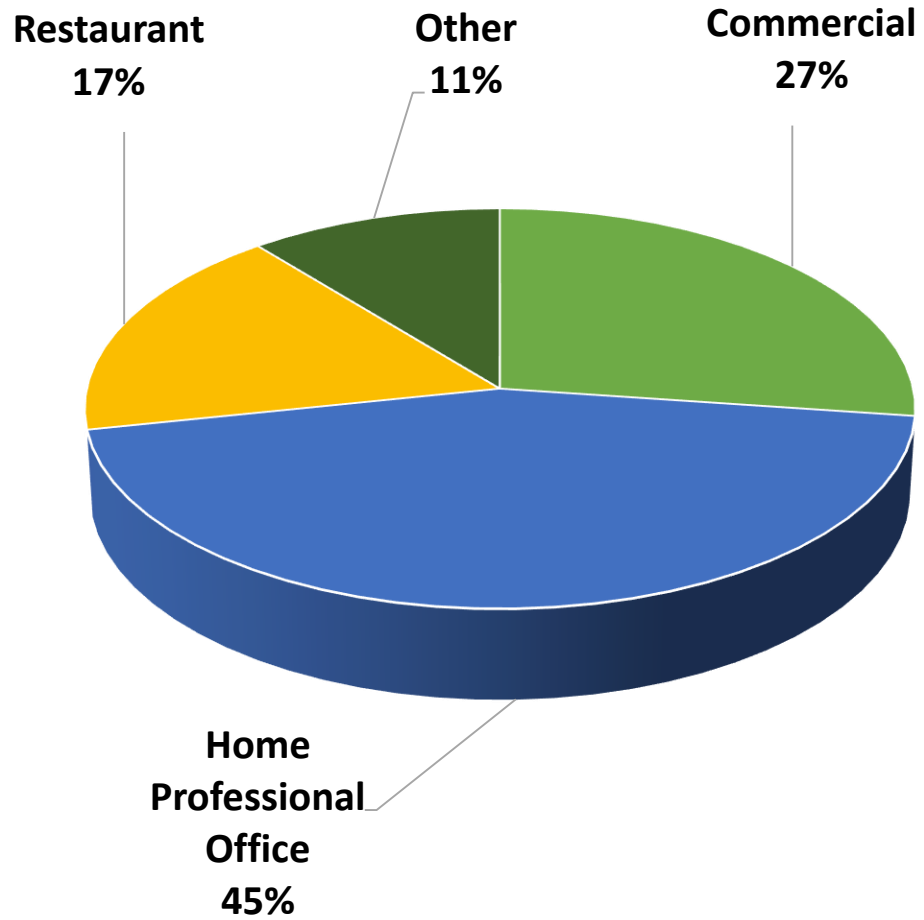
# WHAT IS BizEx?

- ❑ Established officially in March, 2018
- ❑ Resource for potential small business owners to chart a path through the regulatory processes
- ❑ Resource for County Staff
- ❑ Goal – USAF slogan “People First – Mission Always”

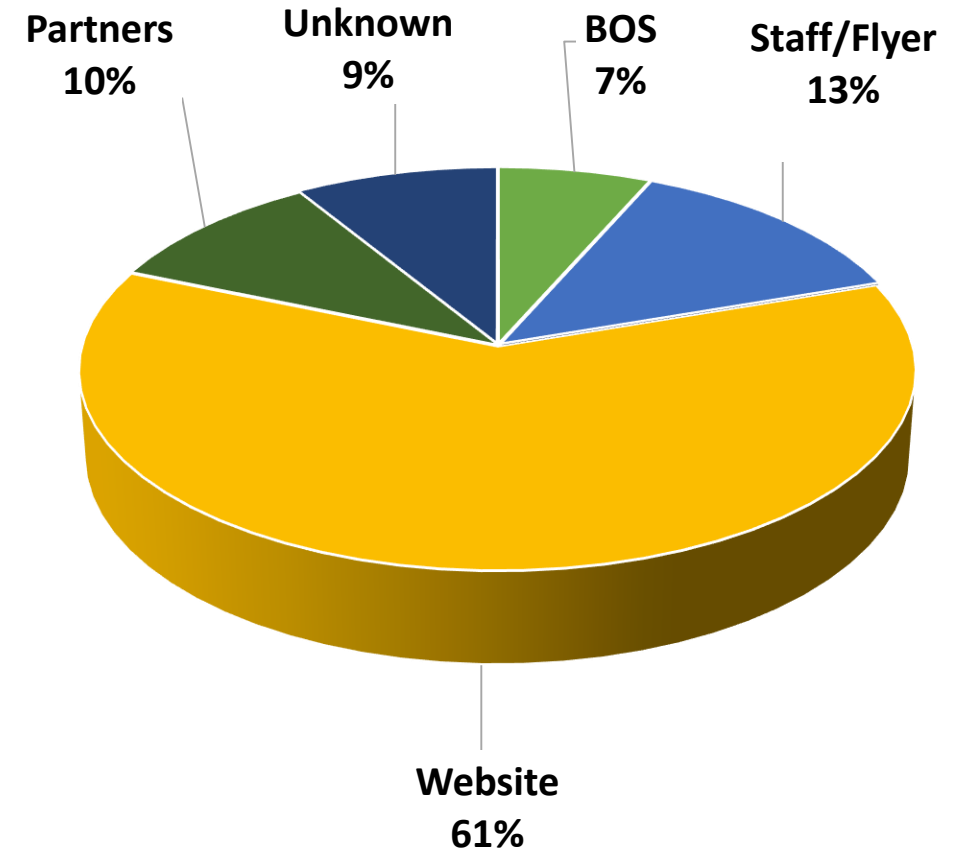
# Customers Served



## Inquiries by Type



## Where Do Referrals Come From?



# MOST FREQUENTLY ASKED QUESTIONS/ HOW BIZEX CAN HELP

- BUSINESS LICENSE
- HOME OCCUPATION PERMIT/HOME PROFESSIONAL OFFICE
- WHAT IS THE PROCESS?/HOW LONG DOES IT TAKE?
- INCORPORATION OF THEIR BUSINESS
- TAXES
- “MY PERMIT IS DELAYED”
- FINDING SPACE TO ESTABLISH THEIR BUSINESS

# PUBLICITY/OUTREACH/SOCIAL MEDIA



**Fairfax County Government**   
@fairfaxcounty

Location. Building Permits. Licenses. Taxes.  
Got questions or need help to open up your  
**#smallbusiness** in Fairfax County? Talk to  
BizEx who can offer you concierge-like  
assistance: [bit.ly/2L4oqrL](https://bit.ly/2L4oqrL) **#newbiz** **#biztips**  
**#entrepreneur** **#startup** **#smallbiz**



Home » Latest News » How Fairfax County will...

## How Fairfax County will make it easier for small businesses to set up shop



By Washington Business Journal | @WBJonline

5:59 am

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How Fairfax County will make it easier for small  
businesses to set up shop

May 17, 2018, 11:59am EDT



**Fairfax County NewsWire** @fairfaxnewswire · May 9

New **BizEx** Program Helps Small Businesses Successfully Navigate Fairfax  
County's Regulatory Processes: [bit.ly/2I2dlkS](https://bit.ly/2I2dlkS)

Opening/Growing Your  
Small Business  
in Fairfax County?



Business Experience (BizEx) can help you  
understand the county processes.

**We're Ready When You Are**

703-324-2694

[BizEx@FairfaxCounty.gov](mailto:BizEx@FairfaxCounty.gov)

[www.FairfaxCounty.gov/topics/starting-business](http://www.FairfaxCounty.gov/topics/starting-business)

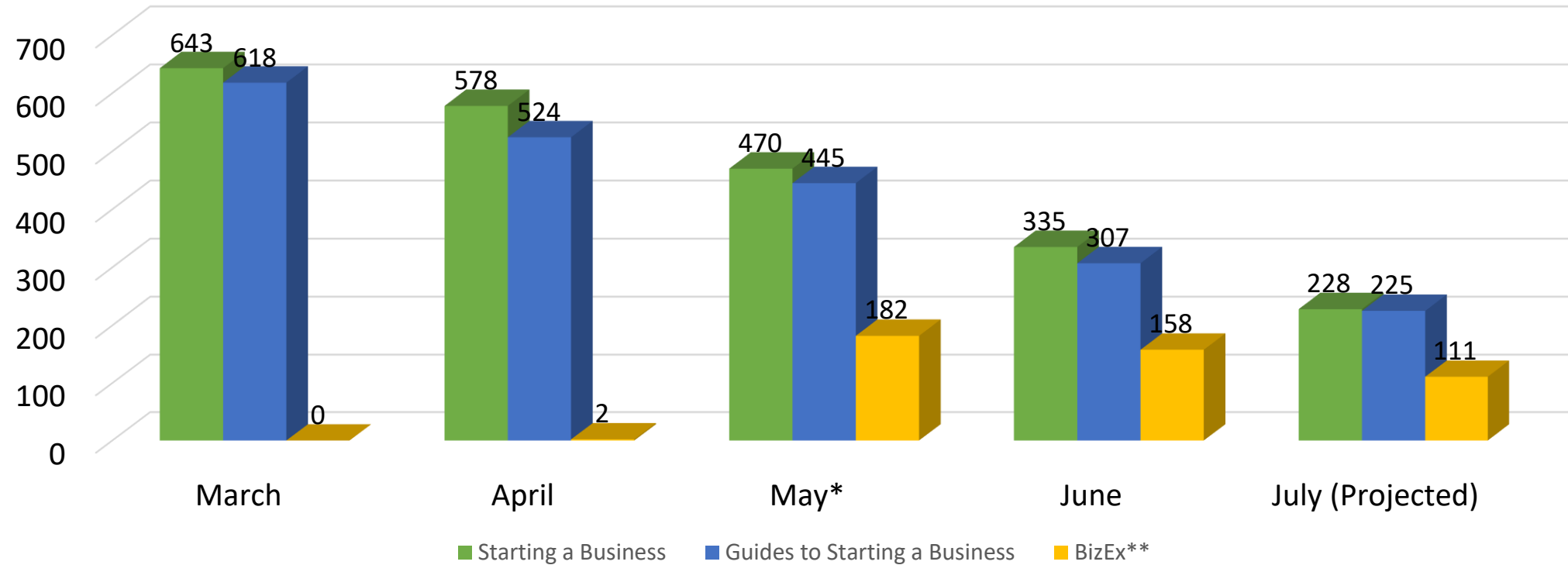
Talk to us first when you're ready to  
start or grow your business. Before you  
sign a lease, we can help. We'll advise  
and guide you through the process  
to get any needed county licenses,  
permits, reviews or inspections.



To request this  
information in an  
alternate format,  
call 703-324-2531  
or TTY 711.

**taiwantrade.com**

# VISITS TO BIZEX RELATED WEBSITES



\*BizEx Press Release issued May 9

\*\*Average visit to BizEx is almost 2 minutes, which is likely a strong indication that the information is useful.

## Potential Improvement Opportunities (based on inquiries)

- Clarification of Home Occupation Permit/Home Professional Office
- Clarification of Contractor's License Information
- Fillable forms on the web for Department of Tax Administration
- More information/better opportunities for pop-up/temporary uses/incubator retail/service



## CUSTOMER SERVICE SURVEY

- Survey is live: [BizEz Customer Service Survey](#)
- Sent to all May and June BizEx customers who have shared an email address
- Proposing to send it semi-monthly.

# Questions and Discussion

<https://www.fairfaxcounty.gov/topics/guides-starting-business>